

**DIRECT FROM THE ISLANDS...**



*Lavonia*

**FLOWERS AND FOLIAGES!**

*Wm Zappettini co.*

*"America's Cut Flower Headquarters"*

160 FIFTH STREET • SAN FRANCISCO • GARFIELD 1-8252

**September 1955**



# HAWAIIAN FLOWERS FOR

UNUSUAL WINDOW—TO ATTRACT ATTENTION  
... SPECIAL CUSTOMERS ... FLOWER SHOWS

Availability  
All Year

ANTHURIUM (Queen of Hearts): Heart-shaped, glossy sheen. Long-lasting flower. (Red, Orange, Dark Pink, limited quantity White).

Size	Diameter	Stem Length	Cost Per Doz.
CORSAGE	App. 2 1/2"	App. 8" to 12"	\$3.50
MEDIUM	App. 3 1/4"	App. 10" to 15"	5.00
LARGE	App. 4 1/4"	App. 14" to 18"	7.00
GIANTS	App. 5 1/2"	App. 16" to 23"	9.50
HELICONIA (Crab Claw): Unusually long lasting (two weeks). Red Beauty. 24" to 30". 10 lbs. \$7.50 doz.			
BIRDS OF PARADISE (Strelitzia): Exotic beauty with orange-blue petals. About 30", 3 lbs. \$4.25 doz.			
TORCH GINGER: Tall torch-like pinkish-red beauty about 36". 12 lbs. (need six days' notice) \$9.75 doz.			
RED GINGER: Strikingly beautiful in rich red. About 30", 4 lbs. \$5.75 doz.			
HANGING HELICONIA: Distinctive hanging red beauty. About 36", 15 lbs. (Need six days' notice) \$9.75 doz.			
SHAMPOO GINGER: Reddish-green, long later. About 22", 2 lbs. (Need 6 days' notice) \$4.75 doz.			
SHELL GINGER: Graceful white-pink blossoms. About 30", 6 lbs. (Need six days' notice) \$6.50 doz.			

Apr. to Oct.

All Year

May to Oct.

All Year

May to Oct.

All Year

All Year



ANTHURIUM



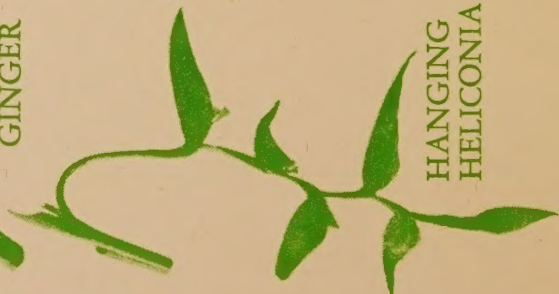
HELICONIA



TORCH GINGER



RED GINGER



HANGING HELICONIA



BIRDS OF PARADISE



SHELL GINGER



SHAMPOO GINGER



# HAWAIIAN IMPORTS

# DRY FLOWERS

**Moku**

from  
Hawaii



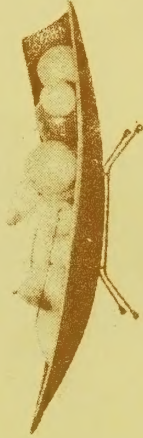
TV  
KNICK  
KNACK

(Coconut spathe.) Nature-shaped, 10 two alike. About 24" long, 5" wide. With wood base, \$1.75; natural color, \$2.00. Wrought iron: black, tan, forest green or olive. Add 40c if wrought iron stand is desired. Price does not include dry grasses, plants or fruits.

PLANTER



FRUIT BOWL

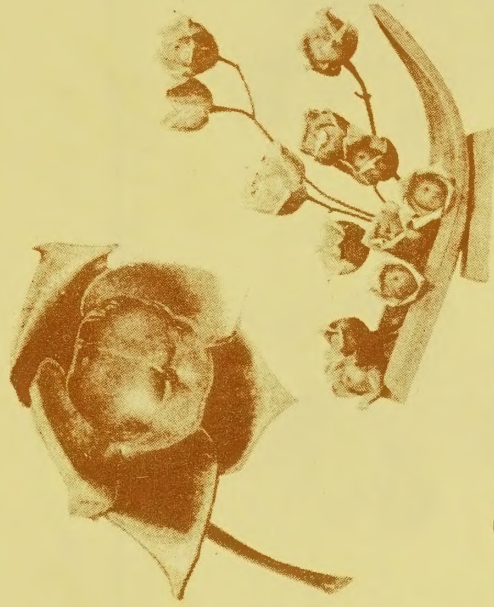


DRY ARRANGEMENT BOWL

**Woodrose**

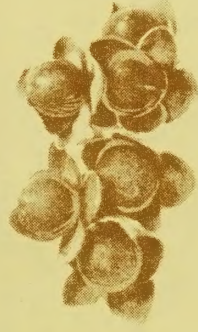
Everlasting! Exotic!  
2 3/4" Diameter

\$1.50 doz. Natural stem (about 4")  
2.00 doz. Wired-taped stem (about 12")  
10% discount on 10 doz. or more



**BABY WOODROSE**

1 1/4" diameter, 7" stem  
\$1.50 per bag  
(About 50 flowers)



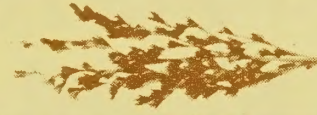
**KOA POD**

8" tall  
\$1.25 box  
(Cake box)



**PELE GRASS**

21" tall  
\$1.00 for 40



**LIPSTICK POD**

2" long, 7" stem  
\$1.50 bag (45 flowers)



wm Zappettini co.



# VANDA (Baby) ORCHIDS

from Hawaii

## As Low as 3 $\frac{1}{2}$ ¢ each!! Buy Direct

READY-TO-WEAR CORSAGES  
GUARANTEED TOP QUALITY  
SHIP ANYWHERE IN U. S. AND CANADA



This orchid is in actual size.  
Other orchids are pictured  $\frac{1}{3}$  of actual size.

TYPE 1



TYPE 2



TYPE 3



TYPE 5



TYPE 9



TYPE 10



TYPE 14



TYPE 16



TYPE 20

ORCHIDS ABOVE ARE  $\frac{1}{3}$  OF ACTUAL SIZE (inset above left show actual size)

	5000 OR MORE	3000 TO 5000	1000 TO 3000	100 TO 1000	DOZEN PACK
TYPE 1: 1 orchid, natural stem.....	.03 $\frac{1}{2}$	.03 $\frac{3}{4}$	.04	.06	.80 doz.
TYPE 2: 1 orchid, moist cotton on stem.....	.04	.04 $\frac{1}{4}$	.05	.06 $\frac{1}{2}$	1.00 doz.
TYPE 3: 1 orchid, foil holder.....	.04 $\frac{1}{4}$	.04 $\frac{1}{2}$	.05 $\frac{1}{2}$	.07	1.25 doz.
TYPE 5: 1 orchid, in plastic lapel vase.....	.11	.12	.13	.14	1.75 doz.
TYPE 9: 1 orchid, with ribbon bow.....	.13	.14	.15	.16	2.25 doz.
TYPE 10: 2 orchids, foil holder.....	.09 $\frac{1}{2}$	.09 $\frac{1}{2}$	.10	.11	2.00 doz.
TYPE 14: 2 orchids, ribbon bow.....	.25	.27	.29	.31	4.00 doz.
TYPE 16: 3 orchids, ribbon bow.....	.35	.37	.39	.41	5.50 doz.
TYPE 20: 5 orchids, ribbon bow.....	.55	.57	.59	.61	7.50 doz.

CORSAGE PINS INCLUDED. Orchids available all year.

If individual cellophane bag for each corsage is desired, add 4c each.

If individual corsage box for each corsage is desired, add 12c each.

F.O.B. San Francisco, Calif.

Personalized SATIN STREAMERS ( $\frac{5}{8}$ " wide, 5" long) with your name or slogan (about 10 words) can be attached to any corsage. 15 days notice needed. 100 to 1000, 3c each; 1000 or more, 2c each.

KEEPING QUALITY: No refrigeration needed—stays fresh 2 days at room temperature.

ORDER if possible at least 12 days before delivery date. We normally carry several thousand extras to fill emergency or increase orders.

IMPORTANT—in ordering, give date and time of day to be used. SAMPLES sent on request at above prices plus \$1.00.

Newspaper Mats and window banners available on request.

Shipping cost about  $\frac{1}{2}$ c to 2c, depending on size of order and distance. Write for exact cost of shipping.

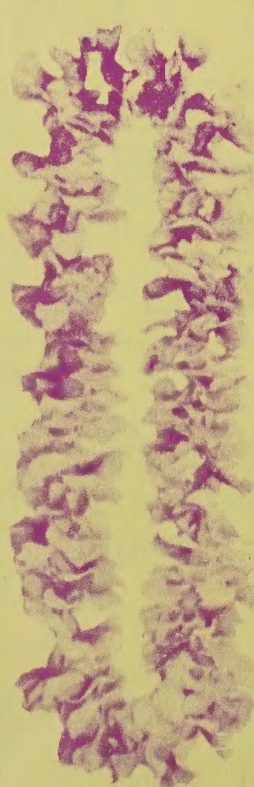
PRICES subject to change without notice. Price increase in winter months.

## Leis (garland) fresh flowers

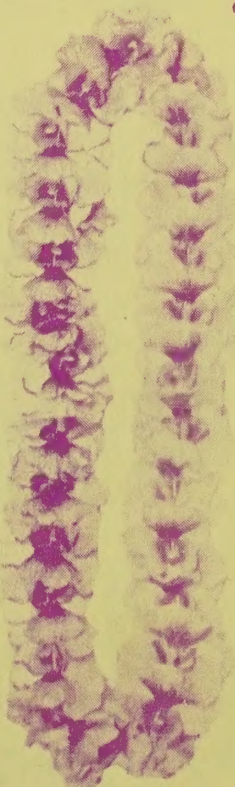
FOR FORMAL AND INFORMAL USES

USED BY MEN AND WOMEN

BANQUETS-GIFTS-PARTIES-CONVENTIONS



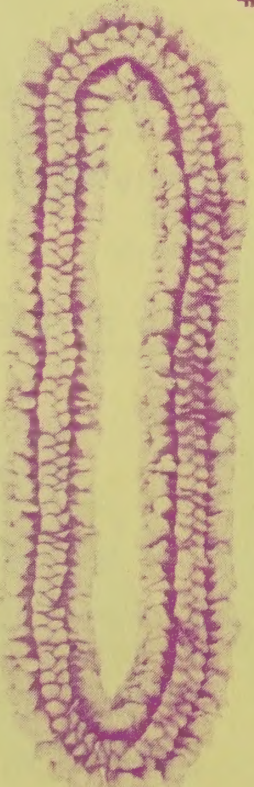
TYPE C



TYPE D



TYPE F



TYPE I

1 week notice on orders over 10.	1 to 10	10 to 50	50 or more
TYPE C—about 50 orchids.....	1.60	1.40	1.25
TYPE D—about 70 orchids.....	2.00	1.45	1.30
TYPE F—about 100 orchids.....	2.25	1.95	1.80
TYPE I—about 250 orchids.....	3.90	3.00	2.70

All leis about 42 inches in circumference.





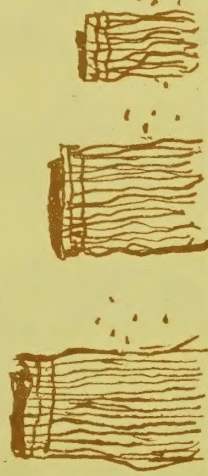
## BEACHBOY HAT

Made of coconut leaves in Hawaii. For party and decorative work. \$1.50 each.



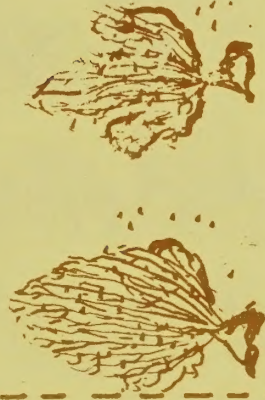
## HULA SKIRT

Grass or cellophane.  
\$3.75 for adult; \$3.50 for 5 to 12 years old;  
\$2.50 for 1-5 years old.



## SEA FAN

About 9" wide, 14" tall.  
60c each



## GIANT

## CLAM SHELL

About 10" diam., \$ 7  
About 14" diam., 15  
About 18" diam., 18  
About 22" diam., 30



## CONCH SHELL

About 7"  
\$1.50  
About 4"  
.60



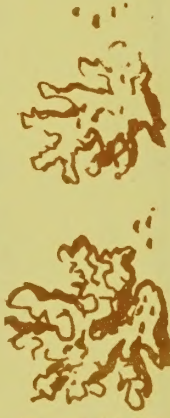
## STAR FISH

About 6"  
50c  
About 8"  
\$1.00



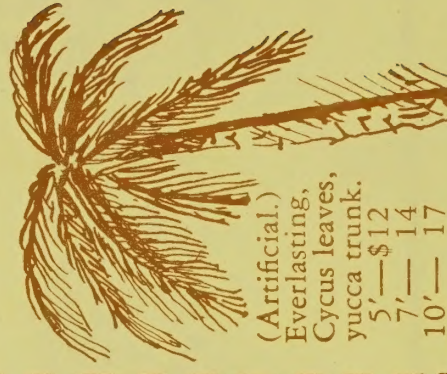
## CORAL

(White, yellow, pink,  
red, brown, blue, green.)  
\$1.00—5" to 6"  
1.50—6" to 7"  
\$1.75—8" to 9"



## COCONUT

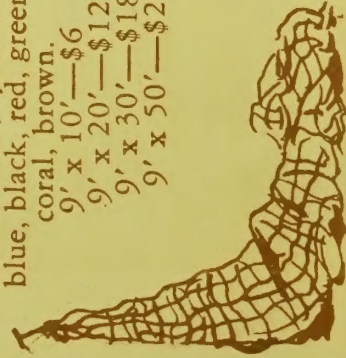
As it grows on the tree.  
Husk not removed.  
60c each



(Artificial.)  
Everlasting,  
Cycus leaves,  
yucca trunk.  
5'—\$12  
7'—14  
10'—17

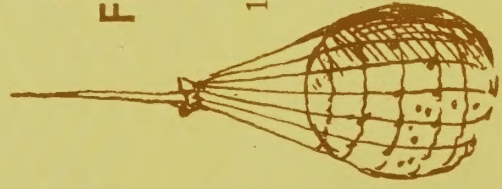
## FISH NETTING

Off-white, yellow,  
blue, black, red, green,  
coral, brown.  
9' x 10'—\$6  
9' x 20'—\$12  
9' x 30'—\$18  
9' x 50'—\$29



## GLASS FLOATER

3" diam. \$ .50  
5" diam. 1.00  
7" diam. 2.20  
10" diam. 5.50  
Add 75c for  
netting



## HAWAIIAN TORCH

Made of metal.  
Pole not included.  
\$5.00 each



## TAPA PAPER

30" wide  
Any length  
4c ft.



## ABACA

For decoration.  
24" wide—  
any length.  
10c ft.



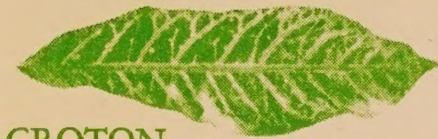
## COCOANUT TREE



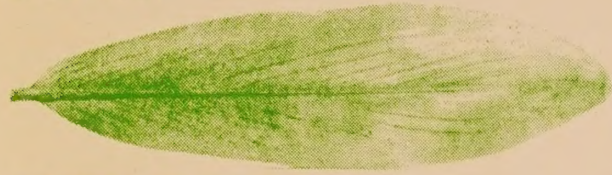


# Hawaiian Foliage

## A MUST IN ALL ARRANGEMENT



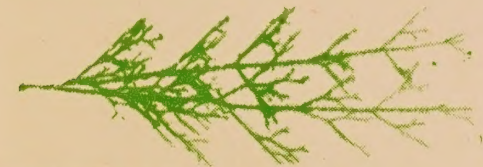
CROTON



GREEN TI



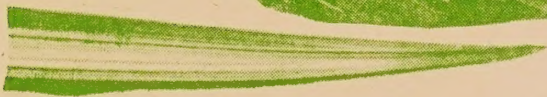
VARIEGATED TI



LYCOPODIUM



PICTI



HALA



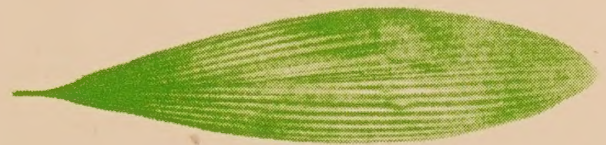
STAGHORN



MONSTERA



POTHOS



COCO PALM



ANTHURIUM LEAF

CROTON: Assorted hues. A MUST for all arrangements and corsage backgrounds. 2" to 4" wide, 6" to 10" long . . . . . \$1.00 for 25

GREEN TI: Most widely used tropical green leaf. A MUST for all arrangements. Can use as ribbon bow. 4"-5" wide, 15"-20" long . . . \$1.00 for 25

VARIEGATED TI: Beautiful red-green; all purpose. 4"-5" wide, 15"-18" long . . \$1.25 for 25

LYCOPODIUM: Green spike-like. One or two with bouquet of roses will long be remembered. 24" long . . . . . 75c doz.

PICTI: Green with white blotches. About 5" wide, 12" tall . . . . . \$1.25 per doz.

COCO PALM: Green. boat-shaped, accordion-like. About 30" . . . . . \$1.50 doz.

STAGHORN: Light green. Exotic beauty, 20" to 24" . . . . . \$1.25 doz.

MONSTERA: Green giant, long lasting, sure attraction. 12" to 16" diameter . . \$1.25 each

POTHOS: All-purpose, heart-shape, green with white blotches, 7" to 10" . . . . \$1.25 doz.

ANTHURIUM LEAF: All-purpose, heart-shape. Green. 12" to 16" . . . . . \$1.25 doz.

HALA: Sword-shape, fascinating. Green with white stripes . . . . . \$1.25 doz.





*Hawaiian Foliages And Flowers  
will arrive fresh and lovely  
as the moment they were picked!  
Pocket profits——Order Now!*

ALL PRICES F.O.B. SAN FRANCISCO. PLEASE SPECIFY IF SHIPMENT IS TO BE SENT VIA AIR OR RAIL.  
ALL SHIPMENTS SENT C.O.D. UNLESS CREDIT HAS BEEN ESTABLISHED WITH US. PRICES SUBJECT TO  
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